

INFORMATION NETWORK SYSTEM AND NAVIGATION DEVICE

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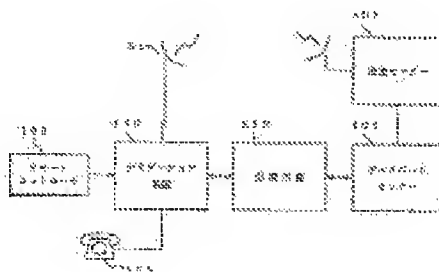
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Abstract of JP 9139933 (A)

PROBLEM TO BE SOLVED: To easily perform two way communication with a DB(data base) center by a user and to efficiently acquire user information on the side of providing service. **SOLUTION:** In broadcasting the TV program for expecting the reaction of viewers in shopping or the like, guiding information such as a telephone number and a program ID, etc., required for access to the DB center 300 is multiplexed on digital television signals and transmitted. On a user side, a navigation TV 100 capable of receiving both TV signals and guiding information, decoding the guiding information and accessing the center 300 is prepared. In a broadcasting center 400, a telop for urging the activation of a communication mode is broadcasted during the program. The user looks at it, activates a communication program by a remote controller 109 and connects the DB center 300 by a public line 200. Since a window is opened on a TV screen and a message appears, a user ID, a paying method and a credit number, etc., are inputted corresponding to it and the shopping is performed on the screen.



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